

## Help With Marketing Your Business

By Andrew Geiger, (406) 841-2740 [ageiger@mt.gov](mailto:ageiger@mt.gov)

### **Getting the Word Out About Montana Businesses**

The 2006 pilot Trade Show Assistance Program is intended to help Montana based companies to explore new domestic and international wholesale markets through exhibiting their products at trade shows outside of the state. “We Montanans know what wonderful businesses and innovation our state has to offer, and this program can help you share this with the country and the world,” Governor Brian Schweitzer said.

Tony Preite, the Director of the Montana Department of Commerce, said past efforts show the competitive advantage to be gained by visiting trade shows. “It’s all about building relationships. With our modern communication and shipping systems you can have customers all over the world...the key is making that first connection face to face,” Preite said.

### **Who is Eligible?**

Lonie Stimac, the Marketing Officer for the program, explained that any Montana company providing a product or service, or adding value to a product in Montana, is eligible to apply (agricultural based companies are referred to the Department of Agriculture for similar assistance). The business must also be a first time participant in the specified show. “Business looking to expand in this way can get a 50% reimbursement up to \$3,000 for such things as booth rental and promotional materials,” Stimac said. “Any business that thinks this is something they are interested in can give us a call and we’ll walk them through the process.” Funding is limited, so interested companies are encouraged to inquiry right away. Interested business can contact Lonie Stimac at 406-841-2783, or via e-mail at [lstimac@mt.gov](mailto:lstimac@mt.gov).